

ABSTRACT OF THE DISCLOSURE

At a tape feeding station which is arranged to reel off an electronic parts carrier tape having a large number of electronics circuitry parts formed successively in a predetermined pitch on its carrier tape portion, at least a couple of reel support shafts are provided to replaceably support tape supply reels thereon. A carrier tape from one of the two supply reels is fed to a tape punching station along a predetermined tape supply route to punch out electronic circuitry parts successively from the tape. While a carrier tape is being supplied from one supply reel, the other supply reel is set in a standby position. A fore end portion of the carrier tape from the standby reel is disengageably retained on a tape switching means. As soon as the carrier tape from the currently used supply reel is consumed completely to the last electronic part, the fore end portion of the carrier tape from the other supply reel is spliced to a rear end portion of the consumed tape at a position posterior to the last electronic part. A rear portion of the consumed tape cut off at the splicing position to switch the tape supply from one to the other supply reel. The carrier tape from the standby reel is now supplied continuously following the last electronic part of the consumed tape.